

Amendments to the Claims

1       Claim 1 (currently amended): A computer program product for enabling television ("TV")  
2       commerce to generate revenue streams for TV originators, said program product embodied on  
3       computer readable media readable by one or more computing systems in an interactive television  
4       environment having a connection to a computer network and comprising:  
5               computer-readable program code means for initiating a TV commerce transaction by a  
6       consumer using said interactive television environment, wherein said transaction pertains to an  
7       offering of a merchant;  
8               computer-readable program code means for gathering TV context information related to a  
9       TV context in which said transaction offering is presented to said consumer, wherein said TV  
10      context information enables identifying one or more TV originators, each of which is distinct  
11      from said merchant;  
12        computer-readable program code means for transmitting said gathered TV context  
13       information from a device used by said consumer to an issuer of an account of said consumer  
14       when requesting authorization of payment, using said account, for said transaction;  
15        computer-readable program code means for including said transmitted TV context  
16       information in an authorization token created by said issuer if said issuer authorizes said  
17       payment, wherein said authorization token is digitally signed by said issuer;  
18        computer-readable program code means for sending said authorization token, and said  
19      TV context information included therein, to an acquirer that is distinct from, and processes  
20      payments for, said merchant when requesting said acquirer to collect said payment for said  
21      transaction; and

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1 computer-readable program code means for concluding, by said acquirer upon verifying  
2 that said issuer created said digital signature on said authorization token, that said payment was  
3 authorized by said issuer and that said TV context information included therein has not been  
4 altered, and therefore proceeding to automatically allocate a portion of said payment to one or  
5 more of said TV originators, according to said TV context information, and reducing an amount  
6 of said payment to be paid to said merchant by said automatically allocated portion.

Claims 2 - 6 (canceled)

1 Claim 7 (previously presented): The computer program product according to Claim 1, wherein  
2 said computer-readable program code means for concluding and therefore proceeding to  
3 automatically allocate further comprises:

4 computer-readable program code means for extracting an identification of each of said  
5 one or more TV originators from said TV context information; and

6 computer-readable program code means for determining said portion to be allocated using  
7 a predetermined percentage of said payment, for each of said TV originators for whom said  
8 identification is extracted.

1 Claim 8 (previously presented): The computer program product according to Claim 1, further  
2 comprising computer-readable program code means for extracting said TV context information  
3 from said authorization token when said acquirer has verified that said issuer created said  
4 authorization token and sending said extracted information from said payment processor to at

5 least one of said one or more TV originators.

Claims 9 - 19 (canceled)

1 Claim 20 (currently amended): A system for enabling television ("TV") commerce to generate  
2 revenue streams for TV originators in an interactive television environment, said environment  
3 having a connection to a computer network and said system comprising:

4 means for initiating a TV commerce transaction by a consumer using said interactive  
5 television environment, wherein said transaction pertains to an offering of a merchant;

6 means for gathering TV context information related to a TV context in which said  
7 transaction offering is presented to said consumer, wherein said TV context information enables  
8 identifying one or more TV originators, each of which is distinct from said merchant;

9 means for transmitting said gathered TV context information from a device used by said  
10 consumer to an issuer of an account of said consumer when requesting authorization of payment,  
11 using said account, for said transaction;

12 means for including said transmitted TV context information in an authorization token  
13 created by said issuer if said issuer authorizes said payment, wherein said authorization token is  
14 digitally signed by said issuer;

15 means for sending said authorization token, and said TV context information included  
16 therein, to an acquirer that is distinct from, and processes payments for, said merchant when  
17 requesting said acquirer to collect said payment for said transaction; and

18 means for concluding, by said acquirer upon verifying that said issuer created said digital

19 signature on said authorization token, that said payment was authorized by said issuer and that  
20 said TV context information included therein has not been altered, and therefore proceeding to  
21 automatically allocate a portion of said payment to one or more of said TV originators, according  
22 to said TV context information, and reducing an amount of said payment to be paid to said  
23 merchant by said automatically allocated portion.

**Claims 21 - 25 (canceled)**

1 Claim 26 (previously presented): The system according to Claim 20, wherein said means for  
2 concluding and therefore proceeding to automatically allocate further comprises:

3 means for extracting an identification of each of said one or more TV originators from  
4 said TV context information; and

5 means for determining said portion to be allocated using a predetermined percentage of  
6 said payment, for each of said TV originators for whom said identification is extracted.

1 Claim 27 (previously presented): The system according to Claim 20, further comprising means  
2 for extracting said TV context information from said authorization token when said acquirer has  
3 verified that said issuer created said authorization token and sending said extracted information  
4 from said payment processor to at least one of said one or more TV originators.

**Claims 28 - 39 (canceled)**

1       Claim 39 (currently amended): A method for enabling television ("TV") commerce to generate  
2       revenue streams for TV originators in an interactive television environment, said environment  
3       having a connection to a computer network and said method comprising the steps of:

4               initiating a TV commerce transaction by a consumer using said interactive television  
5       environment, wherein said transaction pertains to an offering of a merchant;

6               gathering TV context information related to a TV context in which said transaction  
7       offering is presented to said consumer, wherein said TV context information enables identifying  
8       one or more TV originators, each of which is distinct from said merchant;

9               transmitting said gathered TV context information from a device used by said consumer  
10      to an issuer of an account of said consumer when requesting authorization of payment, using said  
11      account, for said transaction;

12               including said transmitted TV context information in an authorization token created by  
13      said issuer if said issuer authorizes said payment, wherein said authorization token is digitally  
14      signed by said issuer;

15               sending said authorization token, and said TV context information included therein, to an  
16      acquirer that is distinct from, and processes payments for, said merchant when requesting said  
17      acquirer to collect said payment for said transaction; and

18               concluding, by said acquirer upon verifying that said issuer created said digital signature  
19      on said authorization token, that said payment was authorized by said issuer and that said TV  
20      context information included therein has not been altered, and therefore proceeding to  
21      automatically allocate a portion of said payment to one or more of said TV originators, according  
22      to said TV context information, and reducing an amount of said payment to be paid to said

23 merchant by said automatically allocated portion.

Claims 40 - 44 (canceled)

1 Claim 45 (previously presented): The method according to Claim 39, wherein said step of  
2 concluding and therefore proceeding to automatically allocate further comprises the steps of:  
3 extracting an identification of each of said one or more TV originators from said TV  
4 context information; and  
5 determining said portion to be allocated using a predetermined percentage of said  
6 payment, for each of said TV originators for whom said identification is extracted.

1 Claim 46 (previously presented): The method according to Claim 39, further comprising the step  
2 of extracting said TV context information from said authorization token when said acquirer has  
3 verified that said issuer created said authorization token and sending said extracted information  
4 from said payment processor to at least one of said one or more TV originators.

Claims 47 - 58 (canceled)

1 Claim 59 (previously presented): The method according to Claim 46, further comprising the step  
2 of sending said extracted information from said payment processor to said merchant.

Claims 60 - 61 (canceled)

1 Claim 62 (currently amended): The method according to Claim 39, wherein said TV context  
2 comprises a TV program in which said offering is presented to said consumer and said gathered  
3 TV context information comprises information from a data stream transmitted with [[a]] said TV  
4 program.

1 Claim 63 (currently amended): The method according to Claim 39, wherein said TV context  
2 comprises an advertisement shown during a TV program, said offering being presented to said  
3 consumer during said advertisement, and wherein said gathered TV context information  
4 comprises information from [[an]] said advertisement shown during a TV program.

1 Claim 64 (currently amended): The method according to Claim 39, wherein said gathered TV  
2 context information further comprises an identification of said consumer.

1 Claim 65 (previously presented): The method according to Claim 39, wherein said gathered TV  
2 context information comprises an identification of a TV program, channel, and/or station being  
3 displayed when said transaction was initiated.

1 Claim 66 (previously presented): The method according to Claim 39, wherein said gathered TV  
2 context information comprises an original broadcast date and/or time of a TV program being  
3 watched by said consumer when said transaction was initiated.

1       Claim 67 (currently amended): The method according to Claim 39, wherein said gathered TV  
2       context information further comprises TV viewing records of said consumer.

1       Claim 68 (previously presented): The method according to Claim 39, wherein said gathered TV  
2       context information comprises an identification, date, and/or time of an advertisement from  
3       which consumer initiated said transaction.

1       Claim 69 (currently amended): The method according to Claim 39, wherein said gathered TV  
2       context information further comprises an indication that said transaction was initiated from said  
3       interactive television environment.

1       Claim 70 (previously presented): The method according to Claim 39, wherein said device  
2       digitally signs said payment authorization request on behalf of said consumer before transmission  
3       to said issuer, and wherein said issuer verifies said digital signature of said device as a condition  
4       of authorizing said payment.

1       Claim 71 (currently amended): A method of allocating revenue for television ("TV") commerce,  
2       comprising steps of:

3               gathering contextual information related to a TV context in which a transaction between a  
4       consumer and a merchant is initiated, wherein the transaction is initiated in an interactive TV  
5       environment and wherein the contextual information enables identifying one or more TV  
6       originators, each of which is distinct from the merchant;

7 including a digitally-signed version of the contextual information when requesting  
8 authorization of payment for the transaction;  
9 including the digitally-signed version in a digitally-signed authorization token that is  
10 created, by an issuer of an account of the consumer, to signify that the issuer authorizes the  
11 payment from the account; and  
12 upon determining, by an acquirer that processes payments for the merchant and that is  
13 distinct from the merchant, that it has received an authentic digitally-signed authorization token  
14 pertaining to the transaction and that this authentic token contains contextual information,  
15 programmatically allocating a portion of the payment authorized by the authentic authorization  
16 token to one or more of the TV originators identified by the contextual information.

Claims 72 - 75 (canceled)